106413 **Orders** Order / Rev: Alt Order #: 06850947 Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 09/12/12 - 09/18/12 Original Date / Rev: 09/10/12 / 10/01/12 Order Type: **GENERAL** 



Amy McCreary

BLPHI National

Agency Name:

**Buying Contact:** 

Billing Contact:

Strategic Media Services, Inc.

3299 K St. NW

Washington, DC 20007

Billing Type:

Primary AE:

Sales Office:

Sales Region:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash Broadcast

15%

EOM/EOC

Advertiser

Name:

Priority:

Heller, Dean for U.S. Senate

Demographic: Product Codes: A35+

PLC01

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

D.111 1 (Q.11				
Start Date End Date		# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	18	\$17,700.00	\$15,045.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$17,700.00	\$15,045.00	0.00
Totals	18	\$17,700.00	\$15,045,00	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KSNV	29%	\$17,700.00		
Market	100%	\$61,034.48		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$13,427.59
KLVX .	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$10,375.86
KTUD	0%	\$0.00
KVVU	26%	\$15,868.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$3,662.07

_	Ln (	Ch	Start	End	Inventory Code	Break	Start/End 1	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	E 1 k	KSNV	09/13/12	09/13/12	M-F Today Show		9-10a	T	:30	1	\$200,002	0.00 NM	1	\$200.00
	Т	ODAY :	SHOW II		M-F Today Show	II								
		Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
_	Wee	ek; 09/1	0/12 (	09/16/12	T	1	\$200.00	0.00						

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**KSNV** 

Order / Rev:

106413

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06850947

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/12/12 - 09/18/12

Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots 09/13/12 09/13/12 M-F Today Show II 3rd H0M 9-10a :30 \$200.002 0.00 NM \$200.00 M-F Today Show II TODAY SHOW II Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 ---T---\$200.00 0.00 E 2 KSNV 09/17/12 09/17/12 M-F Today Show II 3rd HDM :30 \$200,002 0.00 NM 9-10a M----Λ \$0.00 M-F Today Show II TODAY SHOW II Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/17/12 09/23/12 M-----\$200.00 0.00 **Description** Start/End Time Weekdays Ch Date Range Length Rate Rtg Type :30 1 KSNV 09/17/12-09/23/12 M-F Today Show II 3rd Hr 9-10a (\$200.00) 0.00 NM Credited [credit] E 3 KSNV 09/12/12 09/14/12 Rachael Ray CM 11am-12pm --WTF--:30 3 \$200.002 0.00 NM \$600.00 3 Rachael Ray RACHEL RAY Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 09/10/12 09/16/12 --WTF--\$200,00 0.00 E 4 KSNV 09/12/12 09/14/12 The Agenda 1230pm 1230-1p :30 \$100.003 0.00 NM CM --WTF--\$0.00 The Agenda 1230pm **AGENDA** Start Date End Date Weekdays Spots/Week Rating Rate 09/16/12 Week: 09/10/12 --WTF--\$100.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 09/10/12-09/16/12 The Agenda 1230pm 1230-1p --WThF----:30 (\$100.00) 0.00 NM Credited [credit] 2 KSNV 09/10/12-09/16/12 The Agenda 1230pm 1230-1p --WThF----:30 (\$100.00) 0.00 NM Credited [credit] 3 KSNV 09/10/12-09/16/12 The Agenda 1230pm 1230-1p --WThF---:30 <del>(\$100.00)</del> 0.00 NM Credited [credit] MT----E 5 KSNV 09/17/12 09/18/12 The Agenda 1230pm CM 1230-1p :30 \$100,003 0.00 NM O \$0.00 The Agenda 1230pm **AGENDA** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 09/17/12 09/23/12 MT----2 \$100.00 0.00 <u>Weekdays</u> Description Start/End Time Ch Date Range <u>Length</u> Rate Rtg Type 1 KSNV 09/17/12-09/23/12 The Agenda 1230pm 1230-1p :30 (\$400:00) 0.00 NM Credited [credit] 2 KSNV 09/17/12-09/23/12 The Agenda 1230pm 1230-1p :30 <del>(\$100.00)</del> 0.00 NM Credited [credit] E 6 KSNV 09/12/12 09/14/12 Days of our Lives 1258p-2pm --WTF--:30 3 \$200.003 0.00 NM \$400.00 Days of our Lives DAYS Start Date Spots/Week End Date Weekdays Rate Rating Week: 09/10/12 09/16/12 --WTF--\$200.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 3 KSNV 09/10/12-09/16/12 Days of our Lives 1258p-2pm ~-WThF~---:30 <del>(\$200.00)</del> 0.00 NM Credited [credit] E<sup>17</sup> KSNV 09/17/12 09/18/12 Days of our Lives CM 1258p-2pm MT----:30 \$200.003 0.00 NM \$200,00 Days of our Lives DAYS Start Date **Weekdays** Spots/Week Rating End Date Rate Week: 09/17/12 09/23/12 MT----\$200.00 0.00

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**KSNV** 

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Order / Rev:

106413

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06850947

09/12/12 - 09/18/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 7 KSNV	09/17/1	2 09/18/12	Days of our Lives	СМ	1258p-2pm	MT-~	· <b>-</b> :30	2	\$200.003	0.00 NM	1	\$200.00
DAYS			Days of our Lives									
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	MT	<u>opota/week</u>	\$200.00	0.00						
	Date Ra		escription	_	/End Time	0.00	Weekdays	Ler	ngth Rate	Rtg Type		
1 KSNV	09/17/12	2-09/23/12 D	ays of our Lives	1258	lp-2pm		MT		:30 (\$200.00)			
Cre	dited			-								
[cre	dit]											
E 8 KSNV	09/12/1	2 09/14/12	M-F News 3 at Ele	even CM	11pm-1135p	mW-F-	- :30	2	\$750.002	0.00 NM	2	\$1,500.00
			M-F News 3 at El	even								
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	W-F	2	\$750.00	0.00						
E 9 KSNV	09/18/1	2 09/18/12	M-F News 3 at El		11pm-1135p	om - <b>T</b>	:30	1	\$750.002	0.00 NM	1	\$750.00
NEWS			M-F News 3 at El	even								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/23/12	-T	<u>opots/vveek</u>	\$750.00	0.00						
E 10 KSNV			The Tonight Shov	v CM	1135p-1237		- :30	3	\$250.002	0.00 NM	3	\$750.00
_ // // // // // // // // // // // // //			Tonight Show		1100p 1201			J	Ψ200.002	0.00 1111	J	Ψ7 50.00
TONIGH	IT SHOV	V	Ū									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				•		
Week: 09/	10/12	09/16/12	WTF	3	\$250.00	0.00						
E 11 KSNV	09/17/1	2 09/18/12	_	v CM	1135p-1237	а мт	:30	2	\$250.002	0.00 NM	2	\$500.00
70.1101			Tonight Show									
TONIGH			1011	04-0011	Dete	B ()						
<u>Stai</u> 'Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$250.00	<u>Rating</u> 0.00						
E 12 KSNV			Mon PR 8-10p	CM	8-10pm	M	:30	4	#2.400.000	0.00 NM		<b>#0.400.00</b>
E IZ KONV	09/1//1	2 09/1//12	Monday Prime 8-		o-Topin	v	:50	1	\$2,400.002	U.UU NIVI	1	\$2,400.00
THE VO	ICE		monday i iniio o	торпп							•	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	M		\$2,400.00	0.00						
E 13 KSNV	09/18/1	2 09/18/12	Tues PR 8-9p	СМ	8-9pm	-T	:30	1	\$2,400.002	0.00 NM	1	\$2,400.00
			Tuesday Prime 8	-9pm								•
THE VO												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					•	
Week: 09/		09/23/12	-T		\$2,400.00	0.00						
E 14 KSNV	09/16/1	2 09/16/12	NFL Football	CM	1P-9PM		-S :30	1	\$8,000.002	0.00 NM	1	\$8,000.00
SUN NI	CHT ET	21	NFL Football									
	ית Date	End Date	Weekdays	Spots/Week	Data	Rating						
<u>اعد</u> /Week: 09		09/16/12	<u>vveekdays</u> S		<u>Rate</u> \$8,000.00	0.00						
V430N. 007	10/12	30/10/12	~		#0,000.00	0.00					- 40	A47 700 00
										Totals	18	\$17,700.00